Orders

Order / Rev:

102150

Alt Order #:

06817867

Product Desc:

DCCC

Estimate:

1194

Flight Dates:

10/16/12 - 10/22/12

Original Date / Rev:

Order Type:

05/24/12 / 10/03/12 **GENERAL**

Amy McCreary

Primary AE: Sales Office:

Sales Region:

BLPHI

National

Agency

Name:

Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

00:05:00

15%

Advertiser

Name:

Democratic Congressional Campaign

Demographic:

Revenue Codes:

A35+

Product Codes:

PLI2

Priority:

SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	125	486 060 00	¢73 007 60

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	125	\$86,950.00	\$73,907.50	0.00
Totals	125	\$86,950.00	\$73,907.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$86,950.00
Market	100%	\$235,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$56,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,600.00
KTUD	0%	\$0.00
KVVU	20%	\$47,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$7,050.00

Lr	Ch	Start	End	Inventory Cod	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type 8	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a Wake	Up w/Wa@M	5-6a	MTWTF	:30	5	\$400.002	0.00 NM	5	\$2,000.00
				M-F 5-6a Wake	Up w/Wagners								
	WAKE (JP WITH 1	THE WAG	NERS									
	<u>Stai</u>	rt Date !	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
1	Veek: 10/	16/12	10/22/12	MTWTF	5	\$400.00	0.00						

Print Date: 10/04/12 09:58:26

KSNV

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Democratic Congressional Campaign Cc

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1194

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount l n :30 \$2,000,00 KSNV 10/16/12 10/22/12 M-F 5-6a WakeUp w/WaQM 5-6a MTWTF \$400,002 0.00 NM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/16/12 10/22/12 MTWTF~~ \$400.00 0.00 KSNV 10/16/12 10/22/12 Wake Up Early w/ Wagn@M 430a-5a MTWT--S :30 \$200.001 0.00 NM \$800.00 Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS **End Date** Weekdays Spots/Week Rate Rating Start Date 10/22/12 MTWT--S \$200.00 0.00 Week: 10/16/12 M-F 6-7a WakeUp w/WaQM MTWTF--:30 \$725.001 0.00 NM 5 6-7a 5 \$3,625.00 KSNV 10/16/12 10/22/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Spots/Week Rating Start Date End Date Weekdays Rate MTWTF--0.00 Week: 10/16/12 10/22/12 5 \$725.00 E 4 KSNV 10/16/12 10/22/12 **Today Show** CM 658a-9am MTWTF--:30 14 \$900.001 0.00 NM \$12,600.00 **Today Show TODAY SHOW** Weekdays Spots/Week Rate Rating Start Date End Date 10/22/12 MTWTF--14 \$900.00 0.00 Week: 10/16/12 ----S-E 5 KSNV 10/20/12 10/20/12 News 3 Sunrise - SATURIM 6a-7a :30 \$375.001 0.00 NM \$375.00 **News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE** Spots/Week Rate Rating Start Date End Date **Weekdays** Week: 10/15/12 10/21/12 ----5-\$375.00 0.00 KSNV 10/20/12 10/20/12 Saturday Today CM 7a-9am ----S-:30 2 \$625.001 0.00 NM 2 \$1,250.00 Saturday Today SATURDAY TODAY Spots/Week Rating Start Date **End Date** Rate <u>Weekdays</u> \$625.00 0.00 10/21/12 Week: 10/15/12 KSNV 10/21/12 10/21/12 News 3 Sunrise - SUND&M :30 \$375.001 MN 00.0 \$375.00 **News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$375.00 0.00 E 8 KSNV 10/21/12 10/21/12 CM ----S :30 \$500.002 0.00 NM 2 \$1,000.00 Sunday Today 7a-8am Sunday Today TODAY ON SUNDAY **End Date** Weekdays 1 1 2 1 Spots/Week Rate Rating Start Date 0.00 Week: 10/15/12 10/21/12 -----\$500,00 KSNV 10/21/12 10/21/12 News 3 Today Wknd 9a-930am ----S :30 \$500,001 0.00 NM \$500.00 CM 1 News 3 Today **NEWS 3 TODAY/WKEND** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate \$500.00 0.00 Week: 10/15/12 10/21/12 E 10 KSNV 10/21/12 10/21/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$500.002 0.00 NM \$500.00 Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW End Date Spots/Week Rating Start Date Weekdays Rate 10/21/12 ----S \$500.00 0.00 Week: 10/15/12 10 \$425.001 0.00 NM E 11 KSNV 10/16/12 10/22/12 M-F Today Show II 3rd HCM 9-10a :30 MTWTF--10 \$4,250.00 M-F Today Show II **TODAY SHOW II** Spots/Week Rate Rating Start Date End Date <u>Weekdays</u> MTWTF--\$425.00 Week: 10/16/12 10/22/12 10 0.00 E 12 KSNV 10/16/12 10/22/12 M-F Today Show III 4th I3M 10am-11am MTWTF--:30 \$325.001 0.00 NM \$1,625.00 Today 4th Hour TODAY SHOW III Spots/Week Start Date **Weekdays** Rating End Date Rate MTWTF--Week; 10/16/12 10/22/12 \$325.00 0.00E13 KSNV 10/16/12 10/22/12 \$325.001 CM :30 10 0.00 NM 10 \$3,250.00 11am-12pm MTWTF ---

Print Date: 10/04/12 09:58:26

KSNV

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Order / Rev:

102150

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Democratic Congressional Campaign Cc

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06817867

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DCCC

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10/16/12 - 10/22/12

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1194

RACHEL RAY Start Date Rachael Ray SpotsWeek Rate Rating SpotsWeek Rate SpotsWeek Rate Rating SpotsWeek Rate Rating SpotsWeek Rate SpotsWeek SpotsWeek Rate SpotsWeek SpotsWeek Rate SpotsWeek Rate SpotsWeek Rate SpotsWeek SpotsWeek Rate SpotsWeek Rate SpotsWeek SpotsWeek SpotsWeek Rate SpotsWeek SpotsWeek SpotsWeek SpotsWeek Rate SpotsWeek SpotsWeek	Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
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Print Date: 10/04/12 09:58:26 Page 4 of 5

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102150

Advertiser:

Democratic Congressional Campaign Co

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06817867

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Flight Dates:

10/16/12 - 10/22/12

Estimate:

1194

Ln_Ch Sta	art End	<u> </u>	Inventory Code	Break	Start/End Ti	me Days	Len Spo	tsRate_Pr	Rtg Type	Spots	Amount
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<u>Start Da</u> Week: 10/15/1			<u>Weekdays</u> S	Spots/Weel	<u>Rate</u> 2 \$1,600.00	Rating 0.00					
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Week: 10/16/1			MTWTF	•	2 \$1,200.00	0.00				Á	
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Order / Rev:

102150

Advertiser:

Estimate:

Democratic Congressional Campaign Cc

Alt Order #: Flight Dates: 06817867

10/16/12 - 10/22/12

Product Desc:

DCCC

1194

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 29 KSNV	10/20/12	10/20/12	Sa-Su News 3 at I	ElevenCM	11pm-1135pr	nS-	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
			Sa-Su News 3 at	Eleven							
NEWS	3 NIGHTS	IDE									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10/	15/12	10/21/12	S-	1	\$1,100.00	0.00					
E 30 KSNV	10/16/12	10/22/12	The Tonight Show	CM	1135p-1237a	MTWTF~~	:30	8 \$500.001	0.00 NM	8	\$4,000.00
			Tonight Show								
TONIGI	HT SHOW	/ W/ JAY LE	ENO								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/	16/12	10/22/12	MTWTF	8	\$500.00	0.00					
			•						Totals	125	\$86,950.00